

THE WHITE HOUSE

WASHINGTON

March 30, 2015

MEMORANDUM FOR THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE ATTORNEY GENERAL
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF COMMERCE
THE SECRETARY OF LABOR
THE SECRETARY OF HEALTH AND HUMAN SERVICES
THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT
THE SECRETARY OF TRANSPORTATION
THE SECRETARY OF ENERGY
THE SECRETARY OF EDUCATION
THE SECRETARY OF VETERANS AFFAIRS
THE SECRETARY OF HOMELAND SECURITY
ADMINISTRATOR OF THE ENVIRONMENTAL PROTECTION
AGENCY
ADMINISTRATOR OF THE SMALL BUSINESS ADMINISTRATION
DIRECTOR OF NATIONAL INTELLIGENCE
DIRECTOR OF THE NATIONAL COUNTERTERRORISM CENTER
DIRECTOR OF THE FEDERAL BUREAU OF INVESTIGATION
DIRECTOR OF THE CENTRAL INTELLIGENCE AGENCY
ADMINISTRATOR OF THE UNITED STATES AGENCY FOR
INTERNATIONAL DEVELOPMENT
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
ADMINISTRATOR OF GENERAL SERVICES
ADMINISTRATOR OF THE NATIONAL AERONAUTICS AND
SPACE ADMINISTRATION
DIRECTOR OF THE OFFICE OF PERSONNEL MANAGEMENT
ADMINISTRATOR OF THE FEDERAL AVIATION
ADMINISTRATION
CHAIR OF THE NUCLEAR REGULATORY COMMISSION
DIRECTOR OF THE NATIONAL SECURITY AGENCY
DIRECTOR OF THE DEFENSE INTELLIGENCE AGENCY
CHAIR OF THE FEDERAL COMMUNICATIONS COMMISSION
ADMINISTRATOR OF DRUG ENFORCEMENT

SUBJECT: 2015 National PrepareAthon! Day

Our Nation has made great progress in building and sustaining

national preparedness, but we continue to face diverse threats and hazards that challenge our collective security and resilience. To continue building on our ability to respond to any kind of emergency, April 30, 2015, has been designated as the next National PrepareAthon! Day. To fulfill the Presidential Policy Directive-8 (PPD-8), "National Preparedness" requirement for a comprehensive campaign to build and sustain national preparedness, America's PrepareAthon! is held each April and September and provides a recurring biannual opportunity to practice concrete actions through drills, group discussions, and exercises for local hazards. The goal of the campaign is to increase the number of individuals who understand which emergencies could happen in their community, know what steps to take to be safe and mitigate damage, take action to increase their preparedness, and participate in community resilience planning. National PrepareAthon! Day on April 30 will focus on actions to prepare for tornadoes, hurricanes, floods, earthquakes, wildfires, and winter storms.

April 30 will also serve as an opportunity to promote preparedness drills and related activities across the country as part of the America's PrepareAthon! campaign. As directed by PPD-8, this campaign is to be supported by the full Federal family, "including public outreach and community-based and private-sector programs to enhance national resilience." Federal departments and agencies have three responsibilities in the campaign: (1) to participate in America's PrepareAthon! by taking action to make their organizations and employees more resilient to emergencies; (2) to ensure agency partners and stakeholders participate; and (3) to amplify the America's Prepareathon! message through their communication channels.

The 2014 America's PrepareAthon! events were successful thanks to your contributions. We seek to build on that success by improving participation in 2015 through your communication channels and stakeholders. All departments and agencies are encouraged to participate in the National PrepareAthon! Day on April 30 in a variety of ways, including:

- Promote National PrepareAthon! Day at speaking opportunities and events leading up to April 30;
- Register and conduct drills and exercises at appropriate management levels in April 2015. America's PrepareAthon! Playbooks provide guidance for how to conduct a tabletop exercise;
- Showcase your agency's participation through social media and

other communications channels to set an example for other stakeholders and foster momentum. The key message is "Take Action to Prepare and Register at www.ready.gov/prepare";

- Distribute leadership memoranda to supervisors with guidance to hold preparedness discussions and activities with their staff. America's PrepareAthon! playbooks provide guidance for how to hold a staff discussion, including topics such as alerts and warnings, immediate protective actions, and office and family communications plans;
- Register your participation at www.ready.gov/prepare and conduct an America's PrepareAthon! drill or exercise in your department or agency prior to April 30.

Working together we can build a culture of preparedness to advance our Nation's security and resilience. For more information about how your organization can get involved, please contact Carolyn Murphy (CMurphy@nsc.eop.gov) and Heather King (HKing@nsc.eop.gov). More information can also be located at www.ready.gov/prepare.



Lisa O. Monaco
Assistant to the President for
Homeland Security and Counterterrorism